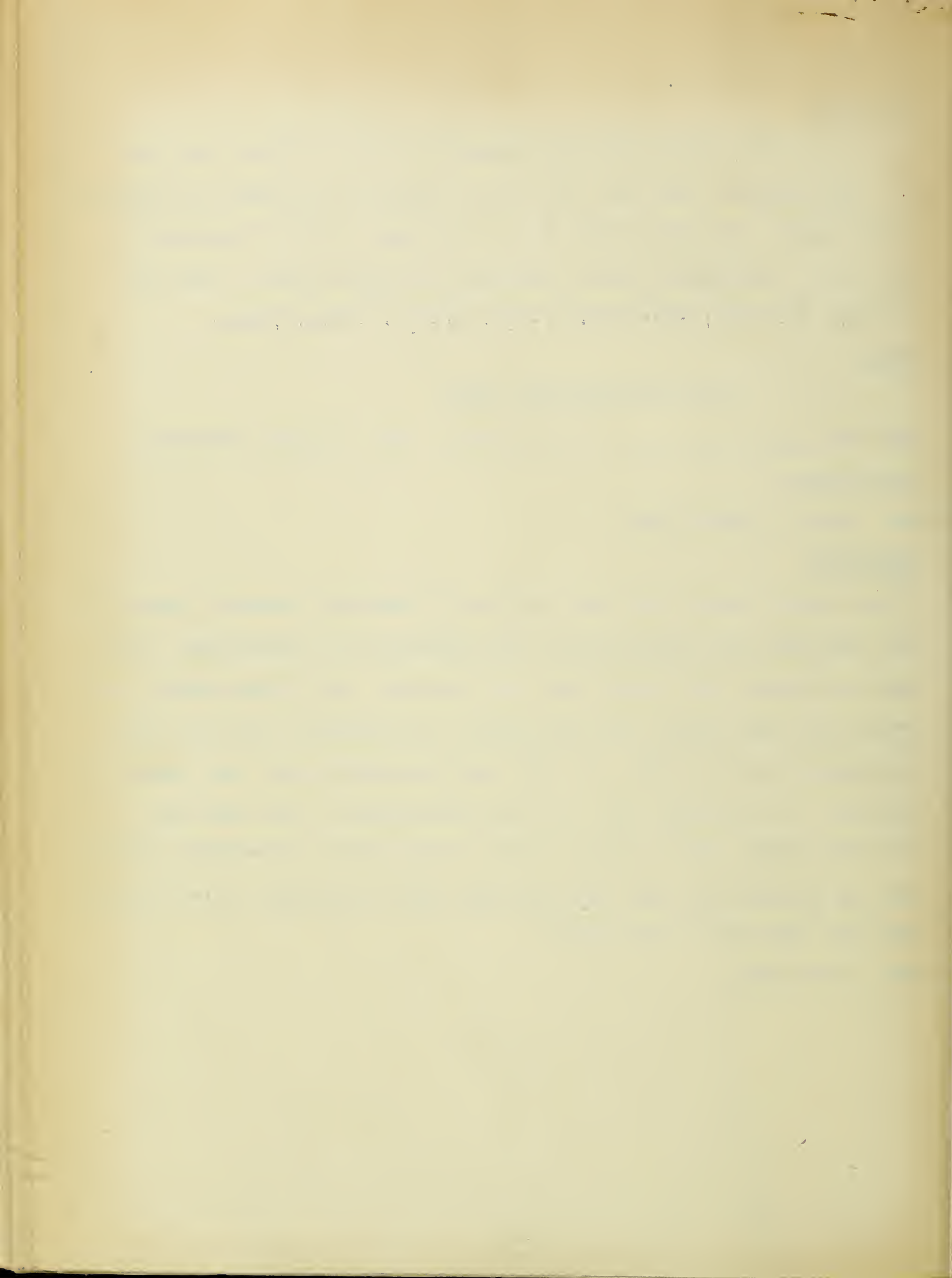


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WLW
CINCINNATI

FORTUNES WASHED AWAY

1:15
P.M. - E.S.T.

A SERIES OF DRAMATIZATIONS OF BETTER LAND USE.

No. 183

"INCENTIVE FOR FARMING"

October 25, 1941

ORGAN THEME: DEEP RIVER

VOICE

We took it for granted that land was everlasting;

We said ownership of the land insured security.

Tools would wear out, men would die --

But the land would remain.

ORGAN: ABRUPT DISCORD

ANNOUNCER

Fortunes Washed Away!

ORGAN: DEEP RIVER, behind...

ANNOUNCER

Have you ever seen an Iris, or a rhododendron, or a laurel, in full bloom? Have you ever seen thickly wooded foothills, narrow valleys, broken knobs, hazy ramparts of the Great Smokies? Maybe you've seen the cabins of old frontier days, with their little porthole-like windows and open runways. Perhaps you've seen a gently rolling blue-grass country, fertile, well-watered and famous for its blooded horses and mules, famous for its dark-fired tobacco. Maybe you've seen sugary soils that are going with the rain, but which raise cotton and vegetables. If you have seen all of these, you have seen just a bit of a great state, an agricultural state, where the culture of the people has grown from their struggle with the earth. You have seen a cross-section of Tennessee.

3003

ORGAN: UP AND OUT

ANNOUNCER

Major Richard H. Kimbell is a soldier by profession, stationed at Fort Oglethorpe, but he is also a man with some definite ideas about farming, and his 500-acre farm on the Tennessee River near Chattanooga is the scene of the 183rd consecutive episode of "Fortunes Washed Away." It all began in 1922, when Major Kimbell first began to put his ideas into operation. You see....

NARRATOR

I have believed for many years that if the small farmers of the country operated their land on a business-like, economically sound basis, they would come to be the very bed rock of our economic and social structure. But -- an absolutely essential factor in the formula of success of any farmer is incentive. When I first went to this farm two men were there -- Dan Wallace, who had been working as a mechanic and farm laborer, and -- well, let's call the other one Louie. I'll confess I was disappointed in Louie. He was fooling around the chicken house...

SOUND: Occasional clucking of chickens...

KIMBELL

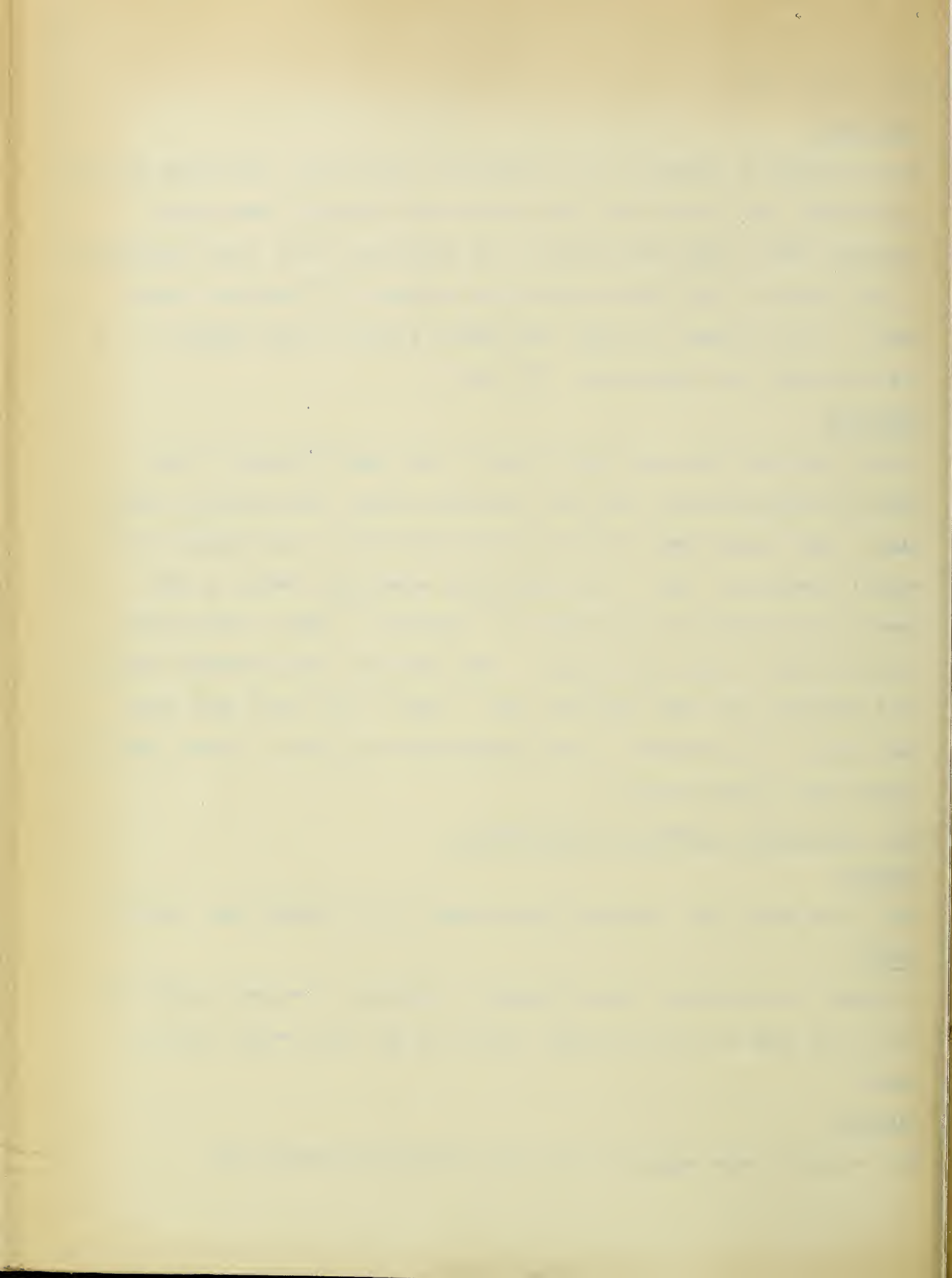
Don't you think this chicken house ought to be cleaned out, Louie?

LOUIE

I reckon it should be, Major Kimbell. In fact, I've been aimin' to do it for nigh on to four years, but I've got them weary dismals today.

KIMBELL

But we can't make money if you keep putting everything off.



LOUIE

Well, for a fact, this farm never was meant to make money. It just can't be done. The soil washes away like nobody's business, and if it weren't for my own good farming, it'd been gone long before this.

KIMBELL

You're a pretty good farmer, are you?

LOUIE

Yessirree. Course, when it comes to farming, I'd sink down in beggar-trash in no time if I didn't know the things I learnt from my daddy, and he learnt from his daddy about farming.

KIMBELL

I still feel that if a man has plenty of incentive, he can make a go of it.

LOUIE

Oh, I've got plenty of incentive. I'm not like that good-for-nothing Lem Heffner over across the holler. I declare, he's as lazy as a hound that leans against a fence to bark. Gosh, I wisht dinner'd hurry up and get ready. I'm so hungry I could eat a bull -- and it bellering.

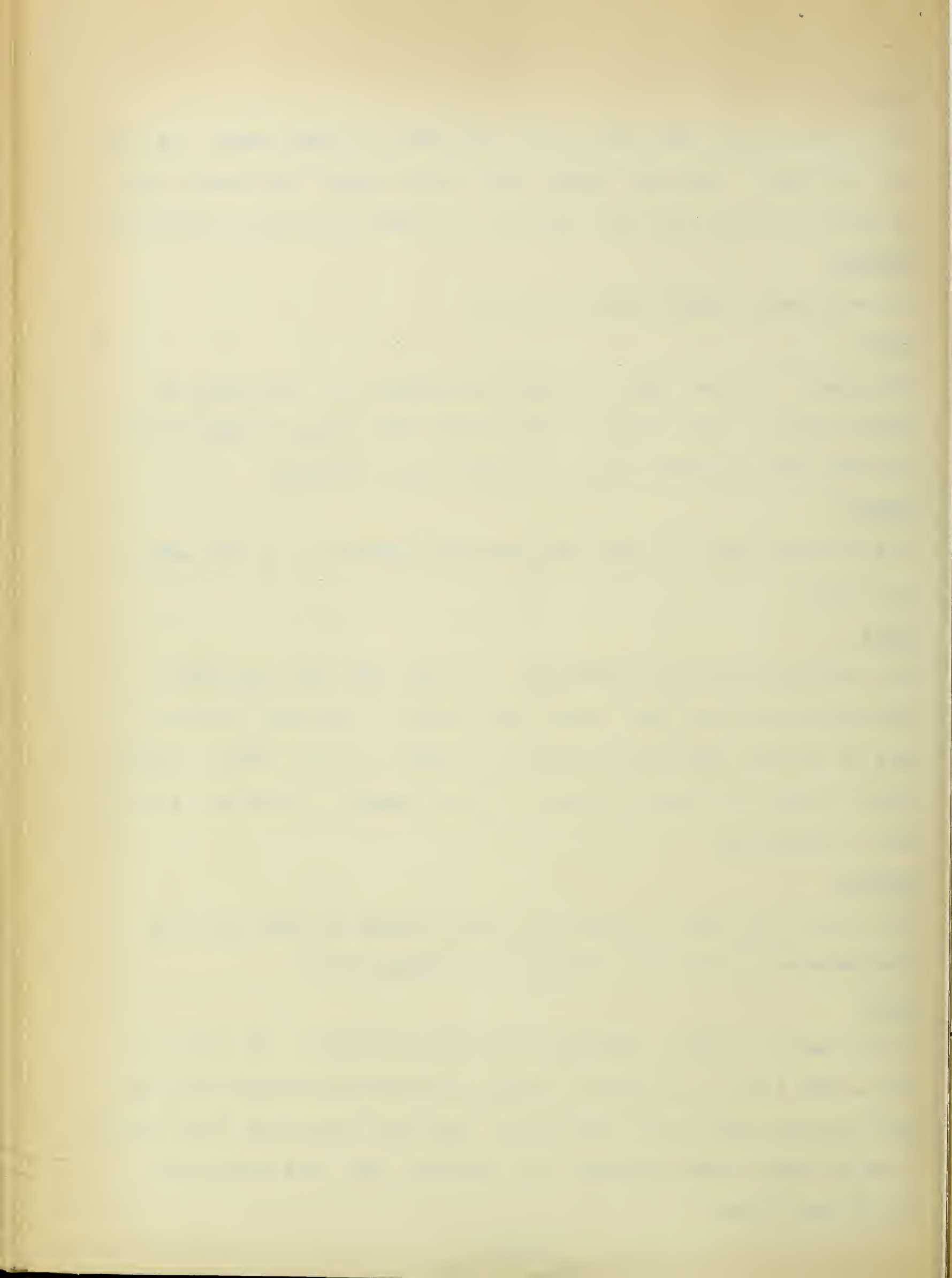
KIMBELL

Well, all I can say is, Louie, if you're going to stay on as my farm manager you'll have to show your farming skill.

LOUIE

I got plenty of that. Now you take these chickens. If a hen is set in the light of the moon the eggs will hatch roosters that you can't noways keep out of the house. And don't ever set a hen during a run of wind or the chickens will cackle, crow, and sing until you're half crazy.

(PAUSE)



- 4 -

NARRATOR

Yes, incentive is important, and how to create that incentive in the case of a tenant farmer or share cropper is a problem. Healthful living conditions, scientific farming methods, reasonable credit facilities, soil conservation -- all of these are important, but they are still not sufficient unless the man has an incentive to take the risk, make the extra effort, and courageously face the disappointments that every successful farmer has to deal with. Well, one day I drove up to the farm....

SOUND: Automobile driving up and stopping...

LOUIE

Oh, hello, Major Kimbell. I'll declare, I didn't expect to see you this weekend.

KIMBELL

I can tell that. Hello, Dan.

DAN

Hello, Major.

KIMBELL

Where are you headed for, Louie?

LOUIE

I figured as how I'd go down by the river and catch me a mess of catfish. Trying to talk Dan into going with me, but he says he wants to work in the garden.

DAN

I want you to see that garden, Major. You'll hardly recognize it.

KIMBELL

Looking good, is it? That's fine. We need more live-at-home folks.

LOUIE

Major Kimbell, this here Dan Wallace is the luckiest farmer you ever saw.

KIMBELL

What do you mean?

LOUIE

I mean the way that garden done. Now me, with all my good farming knowledge, didn't get near the yield.

DAN

I don't think it was luck, Louie. Just hard work.

KIMBELL

Let's go over and take a look at it.

DAN

I'll get the gate.

SOUND: Gate creaks open and shuts...

DAN

There.

SOUND: Men walking along gravel path...

LOUIE

Like I was saying, I know farming. For instance, always plant peppers when you're good and mad at your wife, and give your gourd seeds a hard cussing or they won't come up.

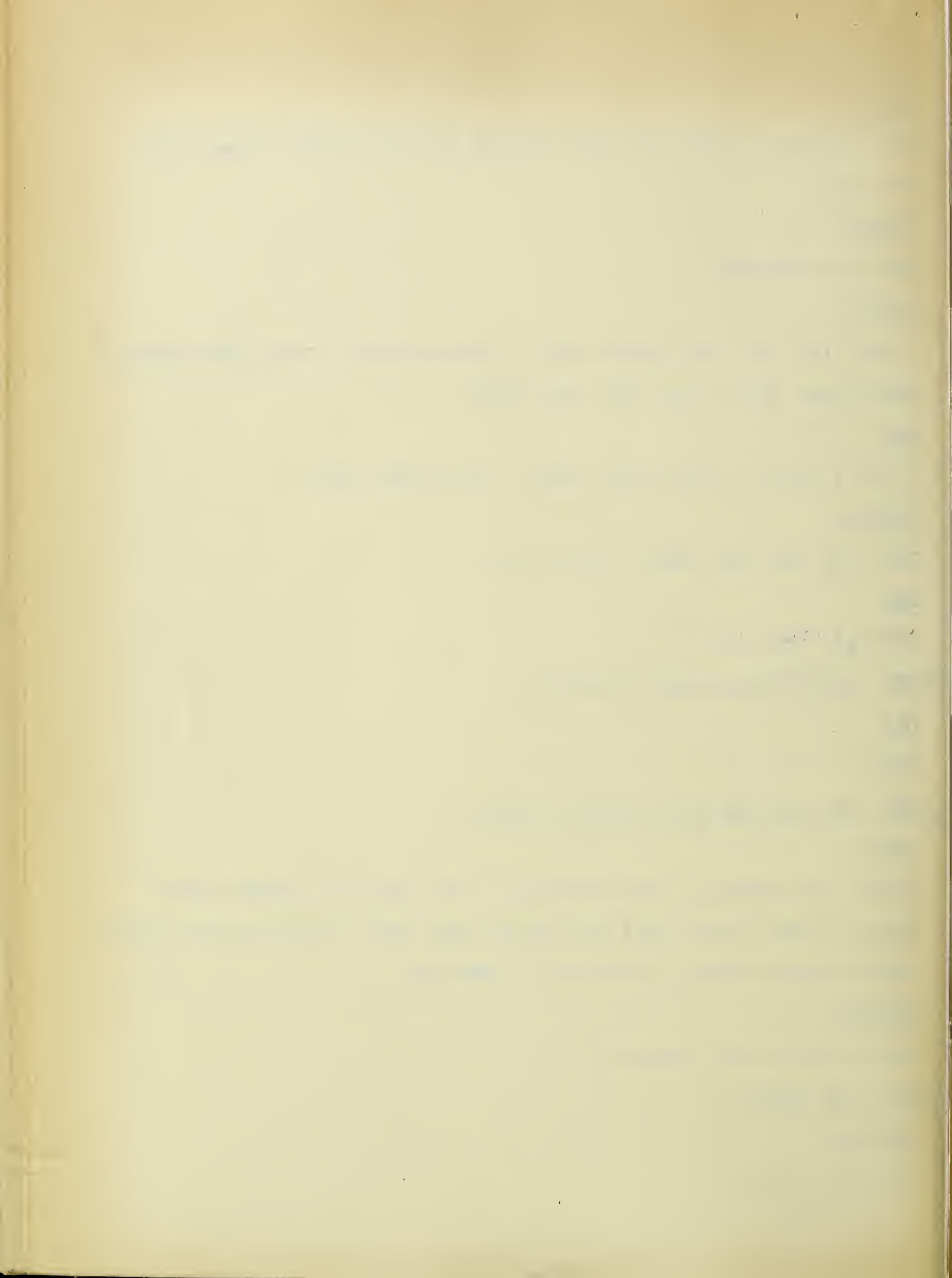
KIMBELL

You believe that, do you?

SOUND: Dog barks...

KIMBELL

Get down, Spot!



LOUIE

Of course I believe it. And I know better'n to plant potatoes near onions. The onions will put their eyes out. And my old woman will tell you that if you mark the bottom of the churn with a cross or drop a dime into it, the butter will come quicker.

KIMBELL

Louie, I think I'm going to get a new farm manager.

LOUIE

Hey, you mean that...

KIMBELL

Yes, I've put up with your tomfoolery long enough.

LOUIE

But Major Kimbell, I've been on this farm nigh onto twenty years.

KIMBELL

And it's lost money every year, too.

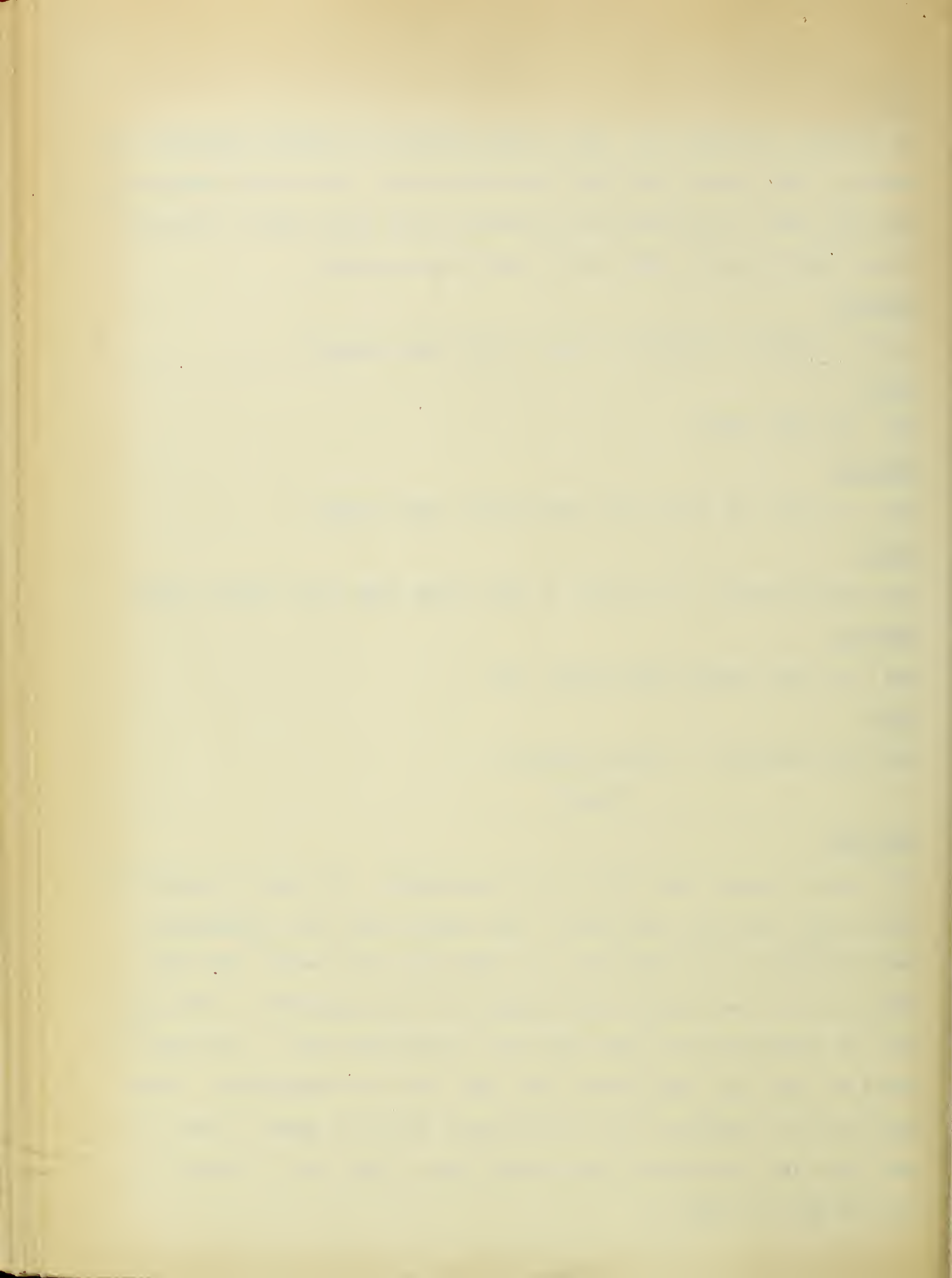
LOUIE

But Major Kimbell....Major Kimbell....

(PAUSE)

NARRATOR

Of course, a good farm plan is not automatic. It must be carefully conceived, carefully executed. The tenant must be a dependable, hard-working man of character, or the plan won't work, for much depends upon the faithful performance of the agreement. The owner must be prepared to do more than his stipulated part -- he must be ready to meet new conditions that call for his cooperation. Each party must be ready to do a little more than his share. Well, I felt that Dan Wallace was just that type of man, and I talked to him one day in 1930....



SOUND: Bawling of calf...

KIMBELL

What do you think of him, Dan?

DAN

He's one of the finest bull calves I ever laid eyes on,

KIMBELL

I know where I can get a dozen just like him.

DAN

You do? Gee, if I only had....

KIMBELL (quietly)

Dan.

DAN

Yes, sir.

KIMBELL

How would you like to own a half interest in this farm?

DAN

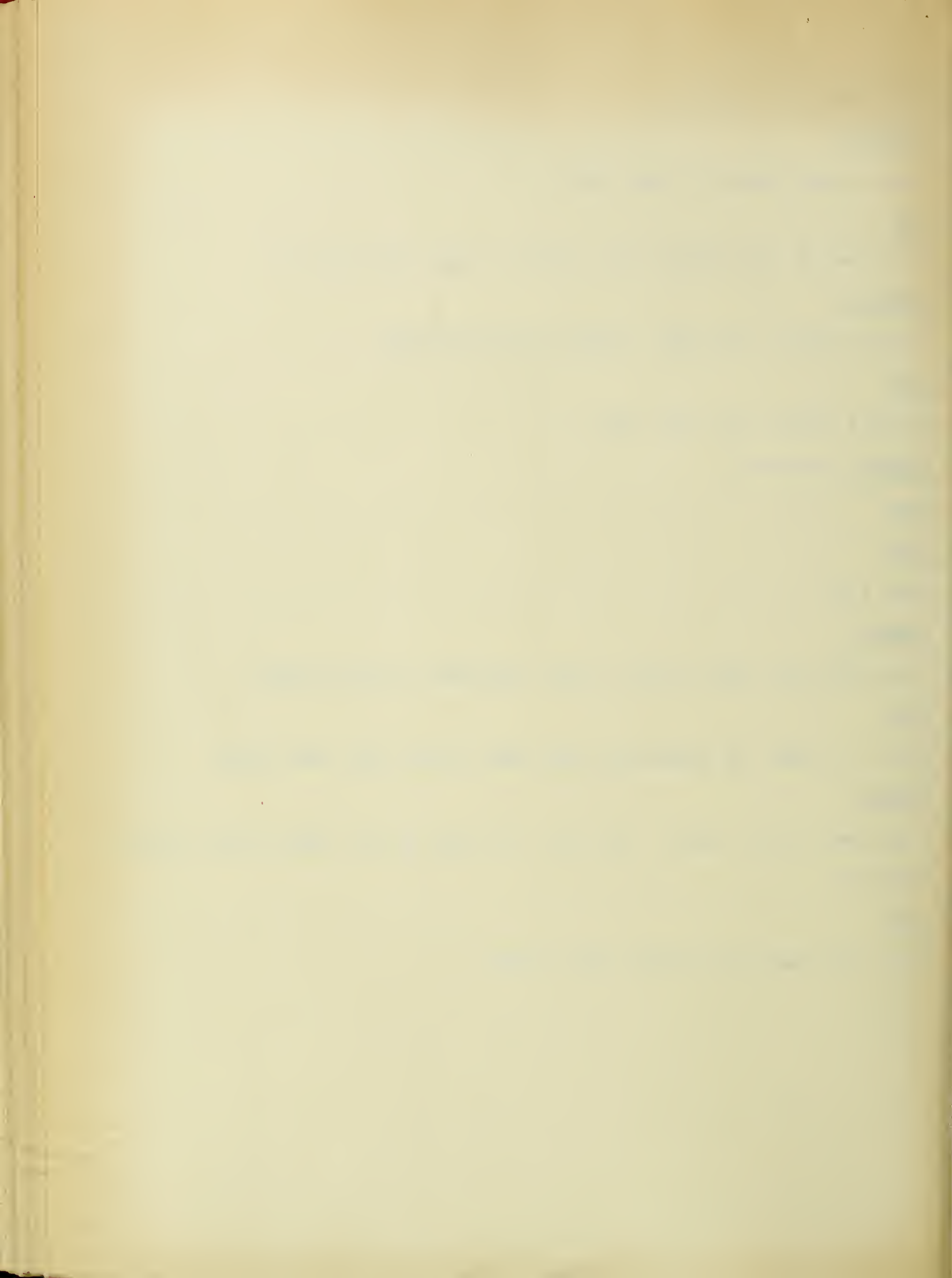
Why, I....gee, if something like that could only come true.

KIMBELL

I believe it can, Dan. You see, I've got my own ideas about tenant farming.

DAN

Yes, I've heard you speak about them.



KIMBELL

You've always worked hard around here. Now here's what I'm willing' to do. I'll sell you, on credit, a half share in every movable object on the place, including stock, tools, implements, poultry, and so on. We'll have to work out some of the details such as taxes and insurance. One thing sure -- Dan, I'll give you a long lease agreement so you can protect the soil and build it up.

DAN

Gee, Major Kimbell, I hardly know what to say.

KIMBELL

Don't say it. Show it by your actions.

DAN

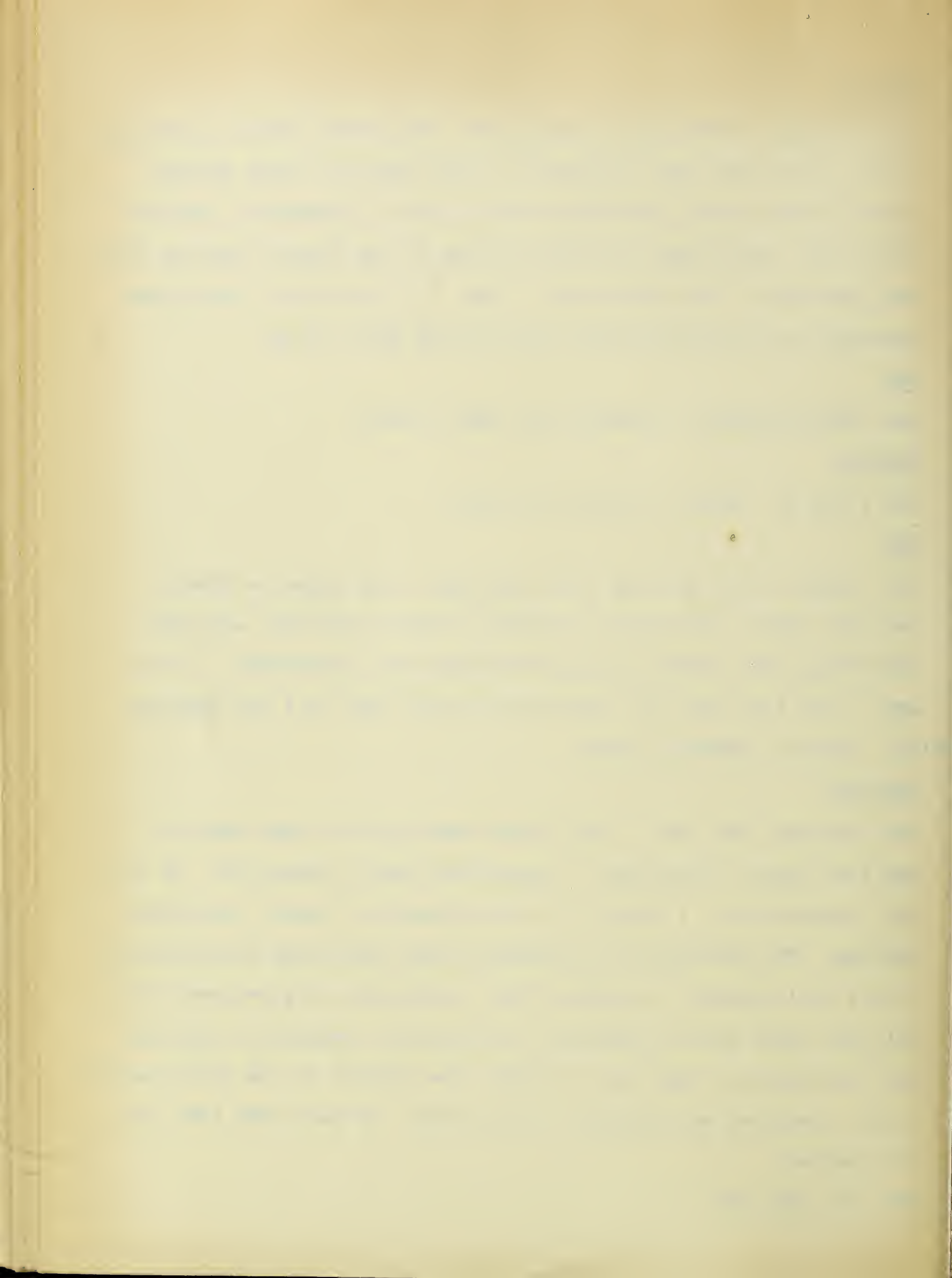
Oh, I will! Now, by long time planning, I can expect a direct personal return from better breeding, better planting, and from everything that science and good business can contribute. It'll mean a new life and soil conservation will take on a new meaning.

ORGAN: Sneak in SYMBOLIC MUSIC

NARRATOR

You can guess the rest. Dan Wallace made good on that farm in Hamilton County, Tennessee -- because he had an incentive. As for soil conservation, I think it is the essence of sound, successful farming. The principle of building up and preserving the fertility of the soil appears in another form, in the use of pure bred stock, selected seed, and in adherence to scientific methods of planting and cultivation. The soil is either the natural or the foster mother of all creatures and products of the farm. We must keep that soil for America.

ORGAN: UP AND OUT.



ANNOUNCER

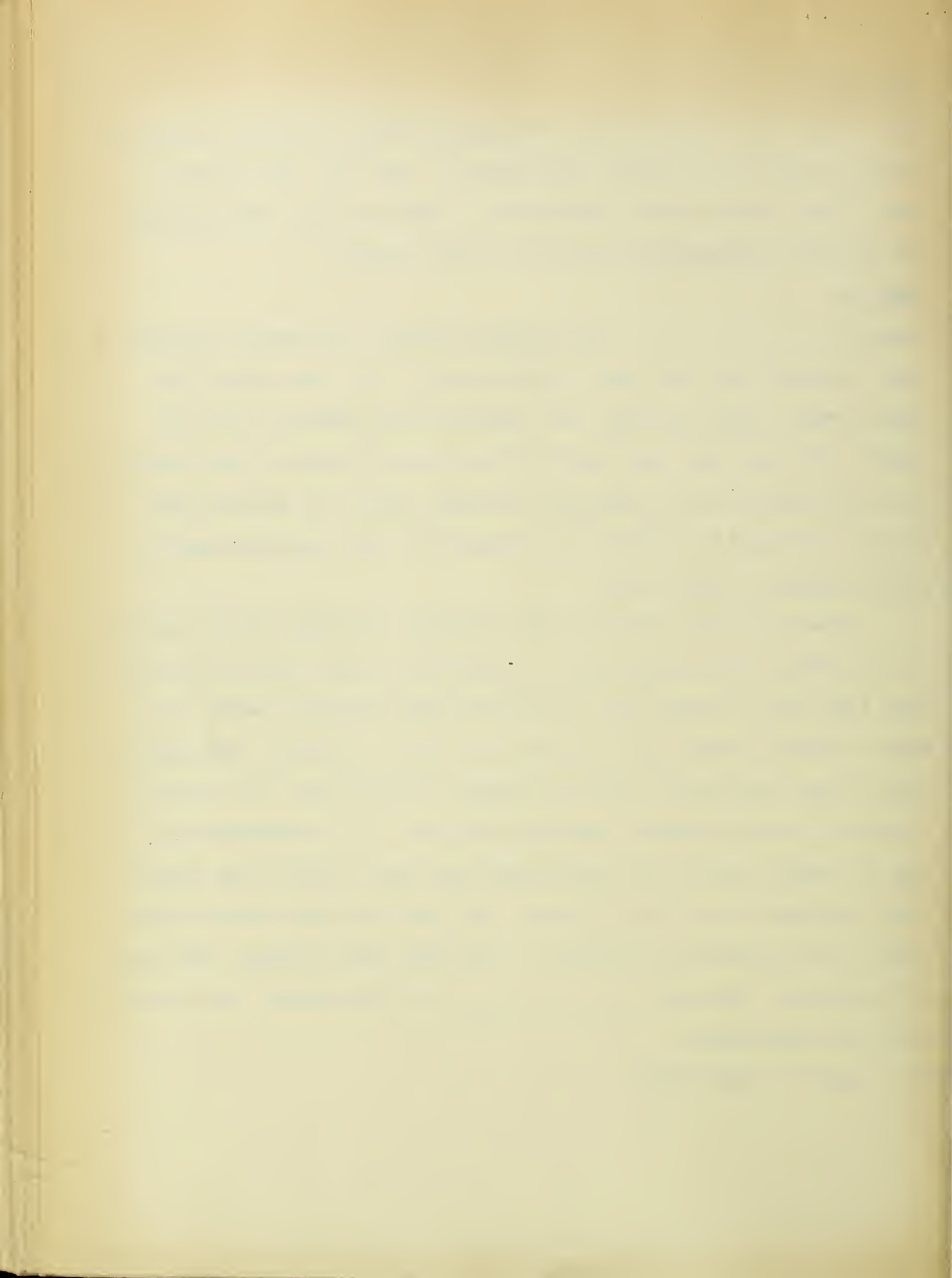
That is the true story of the farming philosophy of Major Richard H. Kimbell, and of his tenant, Dan Wallace. And now, once again we turn to the United States Department of Agriculture, and speaking for the Soil Conservation Service is Hal Jenkins.

JENKINS

Thanks, _____. Well, Major Kimbell was pretty insistent that we didn't use his name in this story -- he said all of the credit went to Dan Wallace. Mr. Wallace does deserve a lot of credit. He has more than doubled the productiveness of 200 acres of tillable upland while conserving an equal amount of bottom land. He also remained in charge of a productive farm operation having greatly improved facilities.

The result has been that Mr. Wallace now owns a half interest in ten Jersey cows, sixty head of Hereford steers, about 100 head of pure bred Duroc-Jersey hogs, four pure bred Percheron mares, six head of other horses and six mules, as well as poultry, implements, tools, farm machinery, and farm produce in the barns, all having a value of about fourteen thousand dollars. In the meantime, he and his family have lived comfortably and well, and he has reared four children to be fine citizens. You can bet your bottom dollar they'll be conservation farmers -- for like their father, they have an incentive. And now, _____, if you please, the so-called Eleventh Commandment.

ORGAN: Sneak in DEEP RIVER



ANNOUNCER

"Thou shalt inherit the holy earth as a faithful steward, conserving its resources and productivity from generation to generation. Thou shalt safeguard thy fields from soil erosion, thy living waters from drying up, thy forests from desolation, and protect thy hills from overgrazing by thy herds, so that thy descendants may have abundance forever. If any shall fail in this stewardship of the land thy fruitful fields shall become sterile stony ground and wasting gullies, and thy descendants shall decrease and live in poverty or be destroyed from off the face of the earth."

ORGAN: UP AND OUT.

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